

(b) whether the revenue from Delhi telephones is less than that of the above regions; and

(c) if so, the reasons therefor?

THE DEPUTY MINISTER IN THE MINISTRY OF COMMUNICATIONS (SHRI P.V. RANGAYYA NAIDU): (a) to (c). The information has been called for from the concerned units and the same will be placed on the Table of the House as early as possible.

[English]

High Powered Committee on Advertising Front

3120. SHRI RABI RAY:
SHRI ANAND RATNA
MAURYA:
SHRI GEORGE FERNANDES:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a high powered Committee has been formed on the advertising front;

(b) if so, the details thereof;

(c) the terms of reference of the Committee;

(d) by when the Committee is expected to submit its Report; and

(e) the details of the main recommendations of the Committee in case the Committee has already submitted its report?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRJA VYAS): (a) and (b). Yes, Sir. A Committee under the Chairmanship of Shri S.C. Mahalik, Additional Secretary and Financial Advisor in the Ministry of Information and Broadcasting

was set up to make recommendations for increasing Doordarshan's commercial revenue.

(c) The terms of reference of the Committee are given in Statement-I.

(d) and (e). The Committee has submitted its Report. A gist of the recommendations of the Committee is given in Statement-II.

STATEMENT-I

Terms of reference of Mahalik Committee on commercial advertisements of Doordarshan

1. To study the suggestions made by the Public Accounts Committee for modifying the structure of advertisements and increase in the commercial revenue of Doordarshan
2. To study the report of the Advertising Association Agencies of India with the same end in view.
3. Making suitable recommendations to the Government to make suitable changes in the programme format of Doordarshan and modify the existing structure of advertisements with a view to increase the commercial revenues of Doordarshan so as to achieve the targets projects to the Ministry of Finance/ Planning Commission regarding internal and extra budgetary resources of Doordarshan during the VIII Plan period.

STATEMENT-II

Gist of recommendations of Mahalik committee on commercial advertisements of Doordarshan

1. In order to compete with Cable TV, Doordarshan should carve out a 4

- hour entertainment slot in the afternoon.
2. The National Programme should start at 8.30 p.m. and should be restructured to accommodate one hour entertainment slot between 8.50 p.m. and 9.50 p.m. Entertainment slot consisting mostly of films should be provided after 11 p.m. onward
 3. Doordarshan should strictly adhere to the announced schedule of programmes.
 4. Regional Kendras of Doordarshan should become centres of advertisements and their infrastructure properly strengthened to take on this activity so that smaller Companies which operate within the limits of a particular geographical area can advertise their products in the regional service.
 5. Doordarshan should provide advance information of its forthcoming programmes to its own Sales offices, advertisers and advertising agencies.
 6. Doordarshan should undertake attractive publicity of their forthcoming programmes on the TV screen and if necessary in the print media. Preview of this new programmes should also be arranged for advertisers.
 7. Doordarshan should make available the results of audience surveys done by their own Audience Research Unit to the Advertising agents on regular intervals.
 8. A review of Advertisement Code be conducted keeping in view the policy of economic liberalisation specially in relation to the advertisements relating to foreign banks, foreign models and foreign locales.

9. Doordarshan should enter into long term agreements with the organisers of international sports events. It would be advantageous if coverages of sports events are directly purchased by Doordarshan and marked both for sponsorship as well as spot boys.
10. Doordarshan should stop free telecast of tournaments where the organisers have sold the rights to a sponsor unless the sponsor pays the requisite telecast fee.
11. The organisation of Sales of Doordarshan should be suitably strengthened at all levels in order that Doordarshan broadens the base of advertisers.
12. A system of volume discount for advertisers on the lines of Star TV rate card be introduced for Doordarshan.

Radio Telephones In Jharkhand Region

3121. SHRI PIUS TIRKEY: Will the Minister of COMMUNICATIONS be pleased to state:

(a) whether a number of radio Telephones have been installed in villages around the city of Lucknow;

(b) if so, the details thereof;

(c) whether there is any proposal to instal such radio telephones in the tribal areas of Jharkhand region as well as in the tea garden areas of North Bengal and Assam;

(d) if so, by when; and

(e) if not, the reasons therefor?

THE DEPUTY MINISTER IN THE